

Zhengyang Huang

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Education

University of California, Los Angeles (UCLA)

- MFA - Design Media Arts (2021)
- Cert - Application Programming & Data Science (2023)

College of William and Mary BA - Arts & Art History (2019)

Proficiencies

Digital Design & UI/UX

Figma, Adobe After Effects, Photoshop, Premiere Pro, Audition, InDesign, Videography, Vector Animation, SEO

Game & Interaction

Unity (C#, Shader Graph, VFX Graph), Blender 3D (Modeling, Rigging, Animation, Shader Graph, Physics Simulation), Maya, Substance Painter, RealityCapture

Development & AI/ML

Javascript, .Net, HTML, CSS, Python, Tableau, SQL, GNU Shell, ChatGPT, Stable Diffusion

Languages

Mandarin, English

Soft Skills

Detail-Oriented, Communication, Self-Motivation, Problem-Solving, Adaptability, Creative Strategy

Press

- [AT HOME Press Release & IKEA Panacea](#), IKEA Residency, Los Angeles Review of Books, 2024
- [Fermynwoods Focus & Xylophobia: Online](#), Fermynwoods, 2023
- [Virtual Poster Exhibition SLSA](#), Society for Literature, Science, and The Arts, 2021
- [Image at Surface](#), Artsy, 2019

Professional Experiences

Digital Design, UI/UX, Brand Design

08/2021 - present

Cribit (AI-Driven Movie Review App)

UI/UX Design & Consultation

**unable to disclose design in portfolio at the moment*

- **User Engagement & Content:** Identified and documented 10+ critical issues, designed prototype and onboarding, positively A/B tested. Created experience and content including interactive assets, slogans, and illustrations.
- **Collaborative Success:** Led 3 designers, refining project edits and conducting weekly productive 30-minute meetings to discuss goals, edits, and feedback.

Kindred Spirit (Film Production)

Web Design, Brand Design, Graphics, Front-end Development, UI/UX

- **Visual Transformation:** Led website production and brand improvement, creating new visuals, bilingual content (English/Mandarin) and responsive UI. Improved SEO for first-page Google rankings, boosting organic traffic by 35%.
- **Project Management:** Aligned design direction with stakeholders, reduced delivery time, and ensured thorough documentation for future updates. Demonstrated strong editing, attention to details, and client awareness.

Global Talent Link (Youth Education)

Visual & Brand Design, Videography, Wordpress Design & Dev

- **Digital Experience:** Created 40+ visual assets. Upgraded brand storytelling within guidelines. Overhauled the WordPress site for better UI/UX. Produced an animated marketing video with educational content, boosting views by 150x.
- **Cross-Team Collaboration:** Coordinated with marketing, service, and development teams to deliver 5+ projects and resolve technical issues.

Technical Artist in Interactive Media

09/2021 - present

IKEA Residency Invited Artist

11/2023 - 08/2024

- **Game Design & Dev:** Invited by IKEA residency for a game in a live exhibition. Independently developed the game in Unity with assets made in Blender and Substance Painter including shaders / shader graph, 3D models, animations, visual effects. Set up and coded for UI elements and multi-camera transitions. Optimized performance for mini PCs and OS such as Windows, Mac and Linux.
- **Collaborative Achievement:** Lead in the collaboration with a USC professor and designer to work on the live and game experience from concept to delivery.

Fermynwoods Contemporary Arts Commission

12/2022 - 04/2023

Awards

- Clifton Webb Scholarship, 2021
- Hyman Eugene Oxman & Frieda Dreyer Oxman Fellowship, 2021
- William & Mary Alumni Association Award, 2019
- Honors Fellowship, 2018
- Phi Beta Kappa, 2018
- Joseph Palin Thorley Memorial Scholarship, 2017 - 2018

- **Project Management:** Created a game experience commissioned by the art program. Finalized the concept, timeline, and budget with the director. Successfully launched with positive feedback for creativity and execution.
- **Game Design & Dev:** Independently designed and developed a Unity game, creating high-res textures from 3D scans, procedural shader graphs, environment set-up, et al. Optimized shaders, animations, and UI for seamless interaction.

Society for Literature, Science, and Arts Conference

09/2021 - 10/2021

- **Interactive Design & Dev:** Commissioned for the SLSA Conference at University of Michigan for a real-time game as well web-based interactive experiences. Developed innovative concepts connecting arts and tech. Created and optimized textures, shaders, and front-end codes, and UI responsiveness for smooth experience.

Design Media Arts, UCLA, Los Angeles, CA

10/2019 - 08/2021

Lecturer

06/2021 - 08/2021

- **Course Design and Delivery:** Developed and taught a Motion Graphic course, focusing on moving images, 3D, and AI-generated content.
- **Technical Resources:** Authored tutorials for Maya, Blender, Adobe After Effects, Premiere Pro, and Runway ML, breaking down complex techniques for students. Created and managed a WordPress site for resources and remote learning support.

